AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended)   A method of generating return targets for potential real estate deals, comprising:

receiving prior real estate deal information from a prior deal data source;

defining a rule-based pricing system based on an analysis of the received prior real estate deal information;

determining a collateral type associated with a potential real estate deal;

receiving supplemental deal information associated with the potential real estate deal;

automatically generating a base return target for the potential real estate deal based on applying the collateral type and the supplemental deal information to the rule-based pricing system, the return target being at least one of: (i) a return on investment value, (ii) a net income value, (iii) an internal rate of return value, and (iv) a loan spread value;

identifying a risk mitigant associated with the potential real estate deal based on the supplemental deal information;

identifying a risk adder associated with the potential real estate deal based on the supplemental deal information;

validating the rule-based system with additional prior real estate deal information; and

automatically determining a return target for the potential real estate deal by adjusting the generated base return target in accordance with the identified risk mitigant and the identified risk adder; and the validated rule-based system.

2. (Original) The method of claim 1, wherein the potential real estate deal comprises one of: (i) a debt deal, and (ii) an equity deal.

3. (Original) The method of claim 1, wherein the potential real estate deal comprise a debt deal, said determining further comprises determining loan-to-value information associated with the potential real estate deal, and said generating is further based on the loan-to-value information.

4. (Original) The method of claim 1, wherein the potential real estate deal is associated with at least one of: (i) a commercial real estate property, (ii) a commercial real estate portfolio, (iii) a loan, (iv) a mortgage, (v) a commercial mortgage backed security, (vi) a leveraged equity deal, (vii) a full equity purchase, and (viii) an adjustment to an existing real estate deal.

5. (Original) The method of claim 1, wherein the supplemental deal information comprises at least one of: (i) a risk characteristic, (ii) deal size information, (iii) deal term information, (iv) a number of properties, (v) collateral quality information, (vi) a risk rating, (vii) lockbox information, (viii) sweep trigger information, (ix) rate cap information, (x) customer information, (xi) earn-out information, (xii) subordinated debt information, (xiii) interest reserve information, (xiv) renovation information, (xv) ground lease information, (xvi) portfolio cross-collateralization information, (xvii) credit tenant information, (xviii) annual rollover information, (xix) leverage information, (xx) development deal information, and (xi) partnership structure information.

6. (Cancel)

7. (Cancel)

8. (Currently Amended)   The method of claim ~~7~~1, further comprising:

creating the rule-based system in accordance with a statistical analysis of prior real estate deal information.

9. (Currently Amended)   The method of claim ~~8~~1, wherein said creating comprises:

creating the rule-based system in accordance with at least one of: (i) risk characteristics and approved return values for a plurality of prior real estate deals, and (ii) expert information.

10. (Cancel)

11. (Cancel)

12. (Original)   The method of claim 1, further comprising:

transmitting an indication of the return target to a deal originator device via a communication network.

13. (Original)   The method of claim 12, wherein the deal originator device comprises at least one of: (i) a personal computer, (ii) a portable computing device, and (iii) a telephone device.

14. (Original)　　　The method of claim 12, wherein the communication network comprises at least one of: (i) the Internet, (ii) an intranet, (iii) a public network, (iv) a public switched telephone network, (v) a proprietary network, (vi) a wireless network, and (vii) a local area network.

15. (Cancel)

16. (Currently Amended)　　A deal controller, comprising:

a processor; and

a storage device in communication with said processor and storing instructions adapted to be executed by said processor to:

receive prior real estate deal information from a prior deal data source;

define a rule-based pricing system based on an analysis of the received prior real estate deal information;

determine a collateral type associated with a potential real estate deal,

receive supplemental deal information associated with the potential real estate deal,

automatically generate a base return target for the potential real estate deal based on applying the collateral type and the supplemental deal information to the rule-based pricing system, the return target being at least one of: (i) a return on investment value, (ii) a net income value, (iii) an internal rate of return value, and (iv) a loan spread value;

identify a risk mitigant associated with the potential real estate deal based on the supplemental deal information;

identify a risk adder associated with the potential real estate deal based on the supplemental deal information;

validate the rule-based system with additional prior real estate deal information; and

automatically determine a return target for the potential real estate deal by adjusting the generated base return target in accordance with the identified risk mitigant, ~~and~~ the identified risk adder, and the validate the rule-based system.

17. (Original)   The deal controller of claim 16, wherein said storage device further stores at least one of: (i) a prior deal database, and (ii) a potential deal database.

18. (Original)   The deal controller of claim 16, wherein said processor is further coupled to a communication device adapted to communicate with at least one of: (i) a deal originator device, and (ii) another deal controller.

19. (Currently Amended)   A medium storing instructions adapted to be executed by a processor to perform a method of generating return targets for potential real estate deals, said method comprising:

receiving prior real estate deal information from a prior deal data source;

defining a rule-based pricing system based on an analysis of the received prior real estate deal information;

determining a collateral type associated with a potential real estate deal;

receiving supplemental deal information associated with the potential real estate deal;

automatically generating a base return target for the potential real estate deal based on applying the collateral type and the supplemental deal information to the rule-

based pricing system, the return target being at least one of: (i) a return on investment value, (ii) a net income value, (iii) an internal rate of return value, and (iv) a loan spread value;

identifying a risk mitigant associated with the potential real estate deal based on the supplemental deal information;

identifying a risk adder associated with the potential real estate deal based on the supplemental deal information;

validating the rule-based system with additional prior real estate deal information; and

automatically determining a return target for the potential real estate deal by adjusting the generated base return target in accordance with the identified risk mitigant, ~~and~~ the identified risk adder, and the rule-based system.

20. (Cancel)